

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

Smart Media Group Inc/ POL
814 King Street
Alexandria, VA 22314

| | | |
|--|--|--|
| <u>Contract / Revision</u> 711181 / | | <u>Alt Order #</u> 06301496 |
| <u>Product</u> MARTIN FOR ATTY GEN | | |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | <u>Estimate #</u> C30N06 | |
| <u>Advertiser</u> Martin,E/ R / Attorney General | | <u>Original Date / Revision</u> 10/18/12 / 10/18/12 |
| <u>Billing Cycle</u> WEEKLY | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KSDK | <u>Account Executive</u> Kristin Waskie | <u>Sales Office</u> Telerep Philadel |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| | | <u>Total Ratings</u> 264.70 |
| <u>IDB#</u> 1046 | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | <u>Advertiser Ref</u> | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|----------|
| 1 | KSDK | 10/30/12 | 11/04/12 | 5-6a | 5-6A | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$300.00 | 2.10 | | | |
| 2 | KSDK | 10/30/12 | 11/04/12 | 5-6a | 5-6A | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$300.00 | 2.10 | | | |
| 3 | KSDK | 11/05/12 | 11/06/12 | 5-6a | 5-6A | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$300.00 | 2.10 | | | |
| 4 | KSDK | 11/05/12 | 11/06/12 | 5-6a | 5-6A | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | -T----- | | | | 1 | \$300.00 | 3.40 | | | |
| 5 | KSDK | 10/30/12 | 11/04/12 | 6-7a | 6-7A | | :30 | | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$550.00 | 3.40 | | | |
| 6 | KSDK | 10/30/12 | 11/04/12 | 6-7a | 6-7A | | :30 | | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$550.00 | 3.40 | | | |
| 7 | KSDK | 10/30/12 | 11/04/12 | 6-7a | 6-7A | | :30 | | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$550.00 | 3.40 | | | |
| 8 | KSDK | 10/30/12 | 11/04/12 | 6-7a | 6-7A | | :30 | | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$550.00 | 3.40 | | | |
| 9 | KSDK | 11/05/12 | 11/06/12 | 6-7a | 6-7A | | :30 | | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$550.00 | 3.40 | | | |
| 10 | KSDK | 11/05/12 | 11/06/12 | 6-7a | 6-7A | | :30 | | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | -T----- | | | | 1 | \$550.00 | 3.40 | | | |
| 11 | KSDK | 10/30/12 | 11/04/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 1 | \$560.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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| | | |
|---|--|--|
| <u>Contract / Revision</u> 711181 / | | <u>Alt Order #</u> 06301496 |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | | <u>Product</u> MARTIN FOR ATTY GE |
| <u>Advertiser</u> Martin,E/ R / Attorney Ger | | <u>Estimate #</u> C30N06 |
| | | <u>Original Date / Revision</u> 10/18/12 / 10/18/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$560.00 | 3.80 | | | |
| 12 | KSDK | 10/30/12 | 11/04/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 1 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$560.00 | 3.80 | | | |
| 13 | KSDK | 10/30/12 | 11/04/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 1 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$560.00 | 3.80 | | | |
| 14 | KSDK | 10/30/12 | 11/04/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 1 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$560.00 | 3.80 | | | |
| 15 | KSDK | 11/05/12 | 11/06/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 1 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$560.00 | 3.80 | | | |
| 16 | KSDK | 11/05/12 | 11/06/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 1 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | -T----- | | | | 1 | \$560.00 | 3.80 | | | |
| 17 | KSDK | 10/30/12 | 11/04/12 | Sat 6-7A | 6-7A | | :30 | | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$250.00 | 3.00 | | | |
| 18 | KSDK | 10/30/12 | 11/04/12 | NBC Today Show (Sa) | 7-9A | | :30 | | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$500.00 | 2.90 | | | |
| 19 | KSDK | 10/30/12 | 11/04/12 | Sat 9-10a | 9-10A | | :30 | | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$500.00 | 4.50 | | | |
| 20 | KSDK | 10/30/12 | 11/04/12 | NBC Today Show (Su) | 7-8A | | :30 | | | | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$750.00 | 5.10 | | | |
| 21 | KSDK | 10/30/12 | 11/04/12 | News Channel 5 at 5P | 5-530P | | :30 | | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$1,250.00 | 8.60 | | | |
| 22 | KSDK | 10/30/12 | 11/04/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$1,350.00 | 8.60 | | | |
| 23 | KSDK | 10/30/12 | 11/04/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$1,350.00 | 8.60 | | | |
| 24 | KSDK | 10/30/12 | 11/04/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$1,350.00 | 8.60 | | | |
| 25 | KSDK | 10/30/12 | 11/04/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$1,350.00 | 8.60 | | | |
| 26 | KSDK | 11/05/12 | 11/06/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$1,350.00 | 8.60 | | | |
| 27 | KSDK | 10/30/12 | 11/04/12 | News Channel 5 at 5P Sat | 5-530P | | :30 | | | | NM | 2 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |

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TERMS: Due 15th day of the Month following Broadcast.



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1000 Market Street
St. Louis, MO 63101
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| | | |
|---|--------------------------------------|--|
| <u>Contract / Revision</u> 711181 / | | <u>Alt Order #</u> 06301496 |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | <u>Product</u> MARTIN FOR ATTY GE | <u>Estimate #</u> C30N06 |
| <u>Advertiser</u> Martin,E/ R / Attorney Ger | | <u>Original Date / Revision</u> 10/18/12 / 10/18/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|---------------------|-------------------|-------------------|-----------------------------|-----------------------|-----------------|---------------|-------------------|-----------------------|---------------|-------------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$650.00 | 4.80 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KSDK | 10/29/12-11/04/12 | News Channel 5 at 5P Sat | 5-530P | -----Sa-- | :30 | | \$650.00 | 4.80 | NM | | |
| | See MG 27.2,27.3 | | | | | | | | | | | | |
| | 2 | KSDK | 11/03/12-11/03/12 | Chicago Fire | 8-9P | -----Sa-- | :30 | | \$400.00 | 2.00 | NM | | |
| | Ⓜ MG for 27.1 11/03 | | | | | | | | | | | | |
| | 3 | KSDK | 10/30/12-11/05/12 | News at 10am | 10-11A | MTuWThF---- | :30 | | \$250.00 | 2.80 | NM | | |
| | Ⓜ MG for 27.1 11/03 | | | | | | | | | | | | |
| 28 | KSDK | 10/30/12 | 11/04/12 | News Channel 5 at 6P Sat | 6-630P | | :30 | | | | NM | 1 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$1,050.00 | 6.80 | | | |
| 29 | KSDK | 10/30/12 | 11/04/12 | News Channel 5 at 5P Sun | 5-530P | | :30 | | | | NM | 1 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$1,050.00 | 6.70 | | | |
| 30 | KSDK | 10/30/12 | 11/04/12 | Saturday Night Live | 1030p-1205a | | :30 | | | | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$800.00 | 3.00 | | | |
| 31 | KSDK | 10/30/12 | 11/04/12 | LN (Sa) | 10-1035p | | :30 | | | | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$1,800.00 | 5.90 | | | |
| E 32 | KSDK | 10/30/12 | 11/04/12 | 630-7P Wheel of Fortune | 630-7P | | :30 | | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$1,300.00 | 9.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KSDK | 10/29/12-11/04/12 | 630-7P Wheel of Fortune | 630-7P | ---W----- | :30 | | \$1,300.00 | 9.00 | NM | | |
| | See MG 33.2,33.3 | | | | | | | | | | | | |
| N 33 | KSDK | 10/30/12 | 11/04/12 | 630-7P Wheel of Fortune | 630-7P | | :30 | | | | NM | 2 | \$3,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$1,300.00 | 9.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KSDK | 10/29/12-11/04/12 | 630-7P Wheel of Fortune | 630-7P | -----F-- | :30 | | \$1,300.00 | 9.00 | NM | | |
| | See MG 33.2,33.3 | | | | | | | | | | | | |
| | 2 | KSDK | 10/31/12-10/31/12 | 630-7P Wheel of Fortune | 630-7P | ---W----- | :30 | | \$1,500.00 | 9.00 | NM | | |
| | Ⓜ See MG 33.4,33.5 | | | | | | | | | | | | |
| | 3 | KSDK | 11/02/12-11/02/12 | 630-7P Wheel of Fortune | 630-7P | -----F-- | :30 | | \$1,500.00 | 9.00 | NM | | |
| | Ⓜ See MG 33.4,33.5 | | | | | | | | | | | | |
| | 4 | KSDK | 10/30/12-11/02/12 | 630-7P Wheel of Fortune | 630-7P | -TuWThF---- | :30 | | \$1,950.00 | 9.00 | NM | | |
| | Ⓜ MG for 33.2,33.3 | | | | | | | | | | | | |
| | 5 | KSDK | 10/30/12-11/02/12 | 630-7P Wheel of Fortune | 630-7P | -TuWThF---- | :30 | | \$1,950.00 | 9.00 | NM | | |
| | Ⓜ MG for 33.2,33.3 | | | | | | | | | | | | |
| E 34 | KSDK | 10/30/12 | 11/04/12 | 630-7P Wheel of Fortune Sat | 630-7P | | :30 | | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$400.00 | 5.80 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KSDK | 10/29/12-11/04/12 | 630-7P Wheel of Fortune Sat | 630-7P | -----Sa-- | :30 | | \$400.00 | 5.80 | NM | | |
| | See MG 33.2,33.3 | | | | | | | | | | | | |
| 35 | KSDK | 10/30/12 | 11/04/12 | Football In America | 6-715p | | :30 | | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$1,500.00 | 6.60 | | | |

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TERMS: Due 15th day of the Month following Broadcast.



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

| | | |
|---|--------------------------------------|--|
| <u>Contract / Revision</u> 711181 / | | <u>Alt Order #</u> 06301496 |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | <u>Product</u> MARTIN FOR ATTY GE | <u>Estimate #</u> C30N06 |
| <u>Advertiser</u> Martin,E/ R / Attorney Ger | | <u>Original Date / Revision</u> 10/18/12 / 10/18/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|---------------------|-----------------|----------------------|--------------------|-----------------------|-----------------|-------------------|-----------------------|---------------|-------------|-------|------------|
| | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| 36 | KSDK | 10/30/12 | 10/30/12 | Days of Our Lives | 1-2P | | :30 | | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$450.00 | 3.00 | | | |
| 37 | KSDK | 11/01/12 | 11/01/12 | Days of Our Lives | 1-2P | | :30 | | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$450.00 | 3.00 | | | |
| 38 | KSDK | 11/02/12 | 11/02/12 | Days of Our Lives | 1-2P | | :30 | | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$450.00 | 3.00 | | | |
| 39 | KSDK | 11/05/12 | 11/05/12 | Days of Our Lives | 1-2P | | :30 | | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$450.00 | 3.00 | | | |
| 40 | KSDK | 10/31/12 | 10/31/12 | Jeopardy | 430-5p | | :30 | | | | NM | 1 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$825.00 | 5.30 | | | |
| 41 | KSDK | 11/01/12 | 11/01/12 | News Channel 5 at 5P | 5-530P | | :30 | | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$1,250.00 | 8.60 | | | |
| 42 | KSDK | 11/02/12 | 11/02/12 | News Channel 5 at 5P | 5-530P | | :30 | | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$1,250.00 | 8.60 | | | |
| 43 | KSDK | 11/05/12 | 11/05/12 | News Channel 5 at 5P | 5-530P | | :30 | | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$1,250.00 | 8.60 | | | |
| 44 | KSDK | 10/31/12 | 10/31/12 | LN (M-F) | 10-1035p | | :30 | | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$1,500.00 | 6.50 | | | |
| 45 | KSDK | 11/01/12 | 11/01/12 | LN (M-F) | 10-1035p | | :30 | | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$1,500.00 | 6.50 | | | |
| 46 | KSDK | 11/02/12 | 11/02/12 | LN (M-F) | 10-1035p | | :30 | | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$1,500.00 | 6.50 | | | |
| N 47 | KSDK | 11/05/12 | 11/05/12 | LN (M-F) | 10-1035p | | :30 | | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$1,500.00 | 6.50 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | | 1 | KSDK | 11/05/12-11/11/12 | LN (M-F) | 10-1035p | M----- | :30 | \$1,500.00 | 6.50 | NM | | |
| | | See MG 47.2 | | | | | | | | | | | |
| | | 2 | KSDK | 11/03/12-11/03/12 | Chicago Fire | 8-9P | -----Sa-- | :30 | \$600.00 | 6.50 | NM | | |
| | | Ⓜ MG for 47.1 11/05 | | | | | | | | | | | |
| 48 | KSDK | 11/01/12 | 11/01/12 | Rock Center with BW | 9-10P | | :30 | | | | NM | 1 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$2,100.00 | 4.80 | | | |
| 49 | KSDK | 10/30/12 | 10/30/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 1 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$560.00 | 3.80 | | | |
| 50 | KSDK | 10/31/12 | 10/31/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 1 | \$560.00 |

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www.ksdk.com

| | | |
|---|--------------------------------------|--|
| <u>Contract / Revision</u> 711181 / | | <u>Alt Order #</u> 06301496 |
| <u>Contract Dates</u> 10/30/12 - 11/06/12 | <u>Product</u> MARTIN FOR ATTY GE | <u>Estimate #</u> C30N06 |
| <u>Advertiser</u> Martin,E/ R / Attorney Ger | | <u>Original Date / Revision</u> 10/18/12 / 10/18/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$560.00 | 3.80 | | | |
| 51 | KSDK | 11/01/12 | 11/01/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 1 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$560.00 | 3.80 | | | |
| 52 | KSDK | 11/02/12 | 11/02/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 1 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$560.00 | 3.80 | | | |
| D 53 | KSDK | 11/02/12 | 11/02/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 0 | \$0.00 |
| 54 | KSDK | 11/05/12 | 11/05/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 1 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$560.00 | 3.80 | | | |
| Totals | | | | | | | | | | 264.70 | | 53 | \$44,985.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|-------------|
| 10/29/12 - 11/04/12 | 43 | \$38,555.00 | \$32,771.75 |
| 11/05/12 - 11/11/12 | 10 | \$6,430.00 | \$5,465.50 |
| Totals | 53 | \$44,985.00 | \$38,237.25 |

Signature: _____ **Date:** _____

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